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The Fifth Estate

Broadcasting Dec 17

54th Year 1984

12-12-12: political deal

BETHESDA MD 20814
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Vol. 107 No. 25

Broadcasting Dec 17

Breakthrough for 12-12-12: 25% cap; UHF, minority discounts
Agribroadcasting: big business down on the farm
Fannon becomes president of NAPTS

DEAL ON 12-12-12 □ Congressional and FCC parties come to agreement on television portion of multiple ownership rules: a 25% cap on group ownership with discounts for UHF and minority interests. **PAGE 35.**

RADIO FALLOUT □ Broker predictions indicate that there is no land rush for radio stations after FCC lifted multiple ownership rules. **PAGE 36.**

IN CHARGE □ Peter Fannon chosen as new president of National Association of Public Television Stations. **PAGE 37.**

SPLIT DECISION □ Eleven-member appeals court splits 6-5 on Evans and Novak libel case. Judges wrestle with sorting differences between fact and opinion. **PAGE 38.**

HIGH PRICES □ Too few and too costly decoders force NBC out of teletext market. **PAGE 40.**

TAKING STOCK □ Paine Webber media conference features speakers discussing 1985 advertising predictions, future of broadcasting and cable. **PAGE 41.**

FERTILE FIELD □ Keeping the agricultural community informed is an important service of the Fifth Estate, and the stations serving those areas have kept farm broadcasting a growing concern. In this Special Report, BROADCASTING examines the role of the farm broadcaster and looks at the agricultural advertising that contributes to stations' revenue harvests. **PAGES 47-62.**

ON TO THE FCC □ Commission to launch inquiry and rulemaking on international satellite competitors to Intelsat. **PAGE 68.**

BACK IN THE GAME □ Chuck Barris returns to producing game shows after four-year absence. **PAGE 80.**

PM WAKE UP □ Group W Productions launches $1.2-million campaign to boost *PM Magazine* through advertising, promotion and production help. **PAGE 80.**

NEW GROUP □ CBS forms CBS Productions, consolidating theatrical films and worldwide divisions. **PAGE 82.**

ABC ALLY □ Media Access Project asks FCC to dismiss CIA's fairness doctrine complaint against ABC. **PAGE 92.**

WIRELESS IN WASHINGTON □ Group begins multichannel MDS service in nation's capital using ITFS frequencies. **PAGE 96.**

NEW NUMBERS □ Arbitron is developing new ratings book for radio. **PAGE 100.**

THROUGH THE RANKS □ John Goddard, president and CEO of Viacom Cable, grew up with hands-on experience in the medium. It has proved more than just a passing fancy. **PAGE 127.**

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particularly from overseas and the new media technologies, this consolidation of theatrical feature films and other production and marketing efforts positions us with more product for direct participation in new areas of growth," said Gene F. Jankowski, president, CBS/Broadcast Group.

Levin told BROADCASTING that the formation of the new division invites the opportunity for CBS-produced programing to appear on U.S. basic and pay cable networks. CBS, like the other networks, is prohibited by law from distributing programing in the domestic syndication market.

John Eger will continue as senior vice president, CBG Worldwide Enterprises, overseeing the marketing of a growing inventory of original programing. He will report to Levin. CBS said that Worldwide Enterprises will also continue to conduct CBG's new business development and oversee the operation of the Extravision teletext service, CBS Black Hawk Cable, and CBS Interconnects.

Jankowski also announced that Peter Lund, executive vice president of CBS Sports since April has been named president of the division. Lund joined CBS in 1977 as vice president of the CBS owned AM stations. He will report to Neal Pilson, CGB executive vice president for CBS Sports and Radio.

James McKenna, vice president and general manager of CBS Sports, meanwhile, has been named vice president and general manager, operations, East Coast, for CBS operations and engineering division. He is responsible for all "East Coast technical facilities, operations manpower and support including the CBS Broadcast Center in New York (which includes CBS News, CBS Sports, CBS Television Network and WCBS-TV. He will report to George Shannon, president of CBS Operations and Engineering. □

Advisers tagged. KIDSNET, a computerized database of children's radio and television programs, has named the first of 18 "constituency advisory committees." The broadcasting committee will be chaired by Jane Paley, director of community relations for ABC-TV. Also participating will be Joanne Brokaw, vice president for education and community services for the CBS/Broadcast Group; Rosalyn Schram, director of community relations for NBC; Ann McIntyre, national director of Nickelodeon affiliate marketing and promotions; Lucy Chudson, director of family programs for Home Box Office, and Stephanie Campbell, program director at WDCA-TV Washington. More committees are being formed to incorporate advisers from the advertising, noncommercial broadcasting, creative and medical and health industries.

KIDSNET "grew out of a notion that regulatory solutions will not solve the problem of insufficient children's programing," said Karen Jaffe, KIDSNET executive director. Said Lloyd Morrisett, president of the John and Mary Markle Foundation (which has contributed $75,000 toward research and development for KIDSNET): "We readily blame television for declines in morality and in SAT scores without recognizing that even those who deplore television implicitly admire its power as a teacher."

CBS takes another ratings week

CBS-TV notched another weekly win in the prime time ratings for the week ended Dec. 9, coming in 3.7 rating points ahead of NBC-TV and 3.1 ahead of ABC-TV. The Nielsen numbers gave CBS an 18.3 average rating and 28 average share, while ABC moved into second place for the week with a 15.2/24 and NBC was third for a change with 14/6/23.

CBS had six of the top 10 shows, including a 34-minute pro football game runover on Dec. 9 that did a 23.6/38 to become the fourth highest-rated "program" of the week. NBC had three of the top 10 and ABC had one—the number one, ***Dynasty***.

Two of the season's new series scored in the top 10: NBC's ***Bill Cosby Show***, which has become a fixture in those precincts, pulled a 23.1/34 and ranked fifth, and CBS's ***Murder, She Wrote*** produced a 22.3/32 and placed seventh.

CBS won Monday, Thursday, Friday, Saturday and Sunday nights. ABC and NBC split the other two, NBC taking Tuesday and ABC Wednesday.

As usual at that time of year, the week was dotted with holiday specials, repeats and repeated specials. Also as usual, the holiday treats produced mixed results. The networks said ratings for some of their programs were affected by the syndicated ***Billy Graham Crusade***, which was picked up by several affiliates.

Except for the football runover that ranked fourth, ***All-Star Party*** honoring Lucille Ball on CBS Sunday night fared best of all the specials, turning in a 21.7/32 (and tying with ***Family Ties*** on NBC) for eighth place for the week.

After that, repeats of Dr. Seuss and Charlie Brown specials on CBS came in 12th and 15th respectively, and an original ***Barbara Walters Special*** on ABC was next, in 17th place. Another ABC original special, ***Cabbage Patch Christmas***, followed in 25th position. An original ***Johnny Cash Special*** on CBS ranked 36th, and a repeat of a Bugs Bunny special, also on CBS, was 37th, while a ***Dean Martin Special*** "roasting" Michael Landon placed 45th.

An ***AfterM*A*S*H*** special on CBS Tuesday against NBC's powerhouse ***A-Team*** (21.4/32) and ABC's ***Who's The Boss?*** (16.8/25) hit absolute bottom, scoring 7.4/11 and ranking 72d among the week's 72 shows.

The week, the 11th of the season, was the ninth won by CBS. NBC has won two.

In the season-to-date ratings CBS is ahead with 17.1/27, NBC is second with 16.4/26 and ABC is third with 15.1/24.

Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	25.3/37
2.	60 Minutes	CBS	25.0/37
3.	Dallas	CBS	24.7/38
4.	Football—7-7:34 p.m.	CBS	23.6/38
5.	Bill Cosby Show	NBC	23.1/34
6.	Simon & Simon	CBS	22.6/34
7.	Murder, She Wrote	CBS	22.3/32
8.	All Star Party	CBS	21.7/32
9.	Family Ties	NBC	21.7/32
10.	A-Team	NBC	21.4/32
11.	Magnum, P.I.	CBS	21.0/31
12.	Dr. Seuss Special	CBS	20.9/31
13.	Falcon Crest	CBS	20.7/35
14.	Cagney & Lacey	CBS	20.6/33
15.	Charlie Brown Special	CBS	20.6/31
16.	Newhart	CBS	20.5/30
17.	Barbara Walters Special	ABC	20.4/31
18.	Kate & Allie	CBS	20.3/29
19.	Knots Landing	CBS	20.2/32
20.	Cheers	NBC	20.0/30
21.	Hotel	ABC	19.8/32
22.	Night Court	NBC	18.6/28
23.	TV Bloopers & Prac. Jokes	NBC	18.6/27
24.	Riptide	NBC	18.5/28
25.	Cabbage Patch Christmas	ABC	18.3/30
26.	Chicago vs. San Diego	ABC	18.0/30
27.	Remington Steele	NBC	17.6/30
28.	Scarecrow & Mrs. King	CBS	17.3/25
29.	Hill Street Blues	NBC	17.2/27
30.	Webster	ABC	17.1/26
31.	Who's the Boss?	ABC	16.8/25
32.	Fall Guy	ABC	16.3/24
33.	Trapper John, M.D.	CBS	16.2/29
34.	20/20	ABC	16.0/25
35.	Love Boat	ABC	15.4/26
36.	Johnny Cash Special	CBS	15.4/24
37.	Bugs Bunny Special	CBS	15.0/23
38.	Cover-Up	CBS	14.9/28
39.	Moonraker	ABC	14.8/24
40.	Children in the Crossfire	NBC	14.8/23
41.	Knight Rider	NBC	14.6/21
42.	Airwolf	CBS	14.5/25
43.	Six Pack	CBS	14.4/22
44.	Mike Hammer	CBS	14.3/24
45.	Michael Landon Roast	NBC	14.1/22
46.	Hardcastle & McCormick	ABC	13.7/20
47.	Three's A Crowd	ABC	13.5/21
48.	Sun Also Rises, part 1	NBC	13.2/20
49.	Finder of Lost Loves	ABC	13.1/24
50.	Diff'rent Strokes	NBC	13.0/22
51.	St. Elsewhere	NBC	13.0/21
52.	Facts of Life	NBC	13.0/19
53.	Benson	ABC	12.8/20
54.	Paper Dolls	ABC	12.6/22
55.	Miami Vice	NBC	12.6/21
56.	Gimme A Break	NBC	12.5/21
57.	Bill: On His Own	CBS	12.5/20
58.	Matt Houston	ABC	12.4/21
59.	Best Xmas Pageant Ever	ABC	12.2/21
60.	Double Trouble	NBC	12.1/21
61.	Call to Glory	ABC	12.0/18
62.	Spencer	NBC	11.7/20
63.	It's Your Move	NBC	11.6/17
64.	Off the Rack	ABC	11.3/17
65.	Ripley's Believe It or Not	ABC	11.2/17
66.	Kramer vs. Kramer	ABC	11.1/16
67.	Hunter	NBC	10.9/17
68.	Punky Brewster	NBC	10.3/16
69.	Secrets of Surviving	NBC	9.9/15
70.	Partners in Crime	NBC	9.3/17
71.	Silver Spoons	NBC	9.0/14
72.	AfterMASH	CBS	7.4/11

*indicates premiere episode

Shadek Broadcasting Inc. to Swanson Broadcasting Inc. for $8 million cash. Seller is principally owned by Ed Shadek. It also owns KOGO(AM)-KPRI(FM) San Diego. Buyer is Tulsa-based station group of two AM's and two FM's principally owned by Gerock H. Swanson. It will spin off KLLS and retain its colocated KKYX(AM). Filed Nov. 30.

■ WVOV(AM) Danville, Va. (970 khz, 1 kw-D)—Seeks assignment of license from Dan River Broadcasting Co. to The Wireless Company Inc. for $237,000, comprising $15,000 cash and $222,000 note. Seller is owned equally by Donald O. McDougald; his brother, Michael H. McDougald, and Ronald H. Livengood. Donald McDougald owns 50% WSYL(AM) Sylvania, Ga., and 11% of Statesboro, Ga., cable system. Michael McDougald owns WRGA(AM)-WQTU(FM) Rome, Ga. Livengood owns 40% WKEA(AM) Scottsboro, Ala. Buyer is owned equally by Harry E. Clegg; his brother, Gerald M. Clegg, and James L. Seavy, pres. Harry Clegg is Atlanta-based sales consultant. Gerald Clegg is southeast sales manager for Milton Bradley. Seavy is Verona, Va., pharmacist and real estate developer. They have no other broadcast interests. Filed Dec. 5.

■ KCKO(AM) Millwood, Wash. (1380 khz, 5 kw-D, 2.5 kw-N)—Seeks assignment of license from Great American Radio Corp. to Communication Services International Inc. for $210,000, comprising $15,000 cash and $195,000 note. Seller is owned by Brent T. Larson and Marketing Systems International. Larson owns KFRZ-AM-FM Brigham City, Utah. MSI owns KGA(AM) Honolulu. Buyer is owned by Gary C. Fornia, president who also owns one-third KBCM-AM-FM Tremonton, Utah. His father, Carl Fornia, also owns one-third KBCM. Filed Nov. 29.

New Stations

Applications

AM's

■ Frayser, Tenn.—Nor-Dot Broadcasting Inc. seeks 880 khz; 1 kw-D. Address: 5050 Poplar, Suite 1430, Memphis, Tenn. 38157. Principal is equally owned by Norma Daly and Dorothy Eisman. They have no other broadcast interests. Filed Nov. 29.

■ Jasper, Tenn.—Patton-Brown Broadcast Group seeks 820 khz; 1 kw-D. Address: 536 Raccoon Trail, Chattanooga, Tenn. 37419. Principal is owned by Phil W. Patton (55%) and Wallace S. Brown (45%). Patton is asst. chief engineer at WGOW(AM)-WSKZ(FM) Chattanooga, Tenn. Filed Nov. 29.

FM's

■ Palmer, Ark.—Matanuska Broadcasting Co. seeks 95.7 mhz; 100 kw; HAAT: minus 325 ft. Address: 518B N. 14th St., Gunnison, Colo. 81230. Principal is owned by Enid C. Pepperd, who owns 50% of KGUC-AM-FM Gunnison, Colo. Filed Dec. 7.

■ Sun Valley, Idaho—James W. Fox seeks 95.3 mhz, .05 kw, HAAT: 2,376.25 ft. Address: P.O. Box 670, Pocatello, Idaho 83201. Principal is president and general manager of KWIK(AM)-KPKY(FM) Pocatello, Idaho. Filed Nov. 16.

■ *Fairfield, Iowa—Fairfield Community Radio Inc. seeks 90.5 mhz; 3 kw; HAAT: 300 ft. Address: 205 E. Burlington, 52556. Principal is nonprofit corporation headed by Andrew S. Bargerstock. It has no other broadcast interests. Filed Dec. 10.

■ *Salisbury, Md.—Salisbury State College Foundation Inc. seeks 89.5 mhz, 30 kw, HAAT: 581 ft. Address: P.O. Box 2195, Salisbury, Md. 21801. Principal is nonprofit educational corp. headed by Col. George W. Gering. Klein Leister, member of board, has interest in WKHI(FM) Ocean City, Md. Filed Nov. 28.

■ *Las Vegas—Education Committee of Calvary Chapel of Las Vegas seeks 88.7 mhz, 0.112 kw, HAAT: 1,469 ft. Address: 2500 West Washington Ave., Las Vegas 89106. Principal is nonprofit corp. headed by Patrick Walsh, senior pastor. It has no other broadcast interests. Filed Nov. 30.

■ Los Alamos, N.M.—Martha S. Nedblake and her husband, Ronald, seek 107.1 mhz; 3 kw; HAAT: 300 ft. Address: 602 Spring Willow, Allen, Tex. Principals are general partners owning 95%. Remaining 5% is distributed among three limited partners. It has no other broadcast interests. Filed Dec. 7.

■ *Brooklyn, N.Y.—Brooklyn Community Broadcasting seeks 91.5 mhz, 20 kw, HAAT: 174 ft. Address: Bedford Ave. and Ave. H, Brooklyn, N.Y. 11210. Principal is nonprofit corp. headed by Robert L. Hess, college president. It has no other broadcast interests. Filed Nov. 30.

■ *Webster, N.Y.—Mars Hill Broadcasting Co. Inc. seeks 89.3 mhz, 1 kw, HAAT: 76 ft. Address: 4044 Makyes Rd., Syracuse, N.Y. 13215. Principal is nonprofit corp. headed by Glenn H. Burdick, president. It owns WMHR(FM) Syracuse, N.Y. Filed Nov. 28.

■ Knoxville, Tenn.—Andrew L. Banas seeks 100.1 mhz, 3 kw, HAAT: 100 m. Address: 12408 Olive Trail, Plymouth, Ind. 46563. Principal has no other broadcast interests. Filed Nov. 29.

■ Jasper, Tex.—Jasper County Broadcasting Co. seeks 100.9 mhz; 3 kw; HAAT: 299 ft. Address: 627 N. Fletcher St., 75951. Principal is owned by James M. Lout, John G. Bryan, Willie D. Williford and Edmund R. Hilley. It has no other broadcast interests. Filed Dec. 5.

■ Staunton, Va.—Ogden Broadcasting of Virginia seeks 94.3 mhz, 1.65 kw, HAAT: 425 ft. Address: 304 West Beverly St., Staunton, Va. 24401. Principal is wholly owned subsidiary of Ogden Newspapers Inc., which also owns WGSN(AM)-WNMB(FM) North Myrtle Beach, S.C.; WTON(AM) Staunton, Va.; WCCF(AM)-WQLM-FM Punta Gorda, Fla.; WAMT(AM)-WAJX(FM) Titusville, Fla., and two LPTV's, and is app. for 10 LPTV's and for new FM's in Springfield, Fla.; Galveston, Tex., and Folly Beach, S.C. Filed Dec. 4.

TV

■ Big Bear City, Calif.—Petrum Broadcasting seeks ch. 59; 5,000 kw vis., 500 kw aur.; HAAT: 2,000 ft.; ant. height above ground: 467 ft. Address: 4326 Valley Rd., Norco, Calif. 91760. Principal is owned by Marshall G. Peters (30%); his wife, Linda S. Peters (30%), and Linda Trumbly (40%). It is also app. for ch. 59 in Vineland, N.J. Filed Nov. 23.

Facilities Changes

Applications

AM's

Tendered

■ WJBX (1580 khz) Urbana, Ill.—Seeks CP to change city of lic. to Tolono, Ill.; change freq. to 870 khz; increase power to 1 kw; change TL, and make changes in ant. sys. App. Dec. 10.

■ KNED (1150 khz) McAlester, Okla.—Seeks CP to change night power to 1 kw; change TL, and operate by remote control. App. Dec. 10.

Summary of broadcasting as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	561
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KIKR (880 khz) Conroe, Tex.—Seeks CP to increase night power to 1 kw and make changes in ant. sys. App. Dec. 10.

■ KVLI (1140 khz) Lake Isabella, Calif.—Seeks CP to increase power to 1 kw. App. Dec. 5.

Accepted

■ KNEF (1210 khz) San Marcos, Calif.—Seeks MP to change TL and make changes in ant. sys. App. Dec. 10.

■ WQXI (790 khz) Atlanta—Seeks mod. of lic. to change SL to Roswell Rd. & Long Island Dr., Fulton county, Ga. App. Dec. 10.

■ WEAK (900 khz) Eddyville, Ky.—Seeks mod. of lic. to operate transmitter by remote control. App. Dec. 6.

■ WKKQ (650 khz) Naswauk, Minn.—Seeks mod. of lic. to operate transmitter by remote control. App. Dec. 10.

■ KTOW (1340 khz) Sand Springs, Okla.—Seeks CP to change night power to 500 kw. App. Dec. 10.

FM's

Accepted

■ KSCC (107.1 mhz) Berryville, Ark.—Seeks CP to change TL; change ERP to 1.1 kw, and change HAAT to 164 ft. App. Dec. 4.

■ KTOD-FM (92.7 mhz) Conway, Ark.—Seeks CP to make changes in ant. sys. App. Dec. 4.

■ KWAV (96.9 mhz) Monterey, Calif.—Seeks CP to change HAAT to 2,450 ft. and make changes in ant. sys. App. Dec. 4.

■ WMGG (95.7 mhz) Clearwater, Fla.—Seeks CP to change HAAT to 533 ft. and make changes in ant. sys. App. Dec. 10.

■ WZNE (97.9 mhz) St. Petersburg, Fla.—Seeks CP to change HAAT to 984 ft. and change TL. App. Dec. 10.

■ KLVN (95.9 mhz) Newton, Iowa—Seeks CP to change TL and change ERP to 2.82 kw. App. Dec. 4.

■ WBPK (106.3 mhz) Flemingsburg, Ky.—Seeks mod. of CP to change TL; change HAAT to 1.36 kw, and change HAAT to 450 ft. App. Dec. 10.

■ KVKI-FM (96.5 mhz) Shreveport, La.—Seeks mod. of CP to make changes in ant. sys. App. Dec. 10.

■ *WHMH (91.5 mhz) Northfield, Mass.—Seeks CP to change ERP to .237 kw; change HAAT to minus 307 ft., and change transmission line. App. Dec. 4.

■ *WICN (90.5 mhz) Worcester, Mass.—Seeks CP to make changes in ant. sys. App. Dec. 4.

■ WITW (107.1 mhz) Cadillac, Mich.—Seeks mod. of CP to change TL; change ERP to 1.26 kw, and change HAAT to 498 ft. App. Dec. 10.

■ WIQQ (102.3 mhz) Leland, Miss.—Seeks mod. of CP to change TL. App. Dec. 4.

■ WTOJ (103.1 mhz) Carthage, N.Y.—Seeks CP to change ERP to .535 kw and change HAAT to 620 ft. App. Dec. 5.

■ WCSF (96.7 mhz) Clifton Park, N.Y.—Seeks mod. of CP to change TL and change HAAT to 339.8 ft. App. Dec. 4.

■ WBBO-FM (93.3 mhz) Forest City, N.C.—Seeks CP to change TL and change HAAT to 1,897 ft. App. Dec. 10.

■ WJZR (99.7 mhz) Kannapolis, N.C.—Seeks CP to change TL and change HAAT to 1,044 ft. App. Dec. 4.

■ WLXN (94.1 mhz) Lexington, N.C.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 485 ft. App. Dec. 10.

■ WAYV (95.1 mhz) Atlantic City—Seeks CP to change TL and change HAAT to 293 ft. App. Dec. 10.

■ WBNS-FM (97.1 mhz) Columbus, Ohio—Seeks CP to change ERP to 20.5 mhz. App. Dec. 4.

■ WNCI (97.9 mhz) Columbus, Ohio—Seeks CP to change ERP of existing aux. sys. to 26.7 kw. App. Dec. 10.

■ KPNW-FM (99.1 mhz) Eugene, Ore.—Seeks CP to change HAAT to 1,630 ft. App. Dec. 10.

■ KTFA (92.1 mhz) Groves, Tex.—Seeks CP to change TL; change ERP to 2.8 kw, and change HAAT to 309 ft. App. Dec. 4.

■ KITE-FM (105.5 mhz) Portland, Tex.—Seeks CP to change ERP to 2.46 kw. App. Dec. 4.

■ WPUF (92.7 mhz) Mechanicsville, Va.—Seeks mod. of CP to change TL. App. Dec. 10.

■ *WVPB (91.7 mhz) Beckley, W. Va.—Seeks CP to install new transmission line; change transmitter output power, and make changes in ant. sys. App. Dec. 10.

■ WCOW-FM (97.1 mhz) Sparta, Wis.—Seeks CP to change ERP to 100 kw and change HAAT to 588 ft. App.